

Commercial Real Estate Distressed Assets Association

“working together to rebuild our industry”



Industry Support • Education Forums • News & Analytics • Meaningful Networking Events
All focused on providing Solutions for Commercial Real Estate troubled assets

2011 Sponsor Kit

Contact	events@credaa.com
Information	www.credaa.com
	O: 626-296-7778
	F: 626-296-7771

Dear Sponsor,

First of all, I would like to thank you for your interest in sponsoring us. Please allow this letter to introduce you to the Commercial Real Estate Distressed Assets Association (**CREDA**). This sponsorship kit provides answers to questions like who we are, what we do and why we are seeking your support.

CREDA was formed in 2009 for the purpose of educating our members and the industry with information, networking services and solutions to the growing distressed commercial real estate marketplace.

Who is CREDA? CREDA is a purpose driven organization that offers those interested or engaged in the disposition, acquisition, development, evaluation or finance of distressed commercial assets and notes; a place to get current market data and analytics, education about the markets and how to proceed in them, current market news and views; delivered in many different platforms like text, audio, video, podcasts, webinars, seminars, online training, and conferences.

CREDA invites you to become a sponsor for our association to benefit those involved in careers that are associated with commercial real estate. On a first come first serve basis, we are accepting Sponsorship applications for our meaningful industry networking events known as **CREDA** **Confidentials**, **Quarterlies**, **Conventions**, and **CREDA** **University** **courses**.

This is a great opportunity for your company to receive exposure and help to support a purpose driven organization with a worthy cause. Your involvement will make this year's events an extra special celebration. We appreciate your consideration and look forward to hearing from you soon.

Enclosed in this kit, please find more information on our type of events and its sponsorship levels. I look forward to speaking with you at your earliest convenience.

Sincerely,

Tomi Seward
CREDA | Director of Event Planning
626-296-7778 | events@creda.com

Capturing of Market Share of Customers

In order to service the needs of our members CREDAA will offer the news of solutions, resources and services to help all entities engaged in the disposition, acquisition, valuation or finance of troubled commercial assets and notes.

Currently there is no one place where professionals can go to get accurate news, analytics, views and networking all on the same platform. There are many services that are scattered and diverse over the Internet at this time, but the needs of the investors and professionals in the industry are not being met.

CREDAA is not trying to be all things to all members, but based on the market needs CREDAA will supply the most needed types of services across the board. Our targeted customers and members will be any one or all entities engaged in the disposition, acquisition, valuation or finance of troubled commercial assets and notes.

We believe that our membership base is broad in career disciplines, yet as a whole each type of professional brings value to a targeted market category that CREDAA represents. **This type of diverse yet concentrated target audience is an excellent opportunity for all of our Sponsors.**

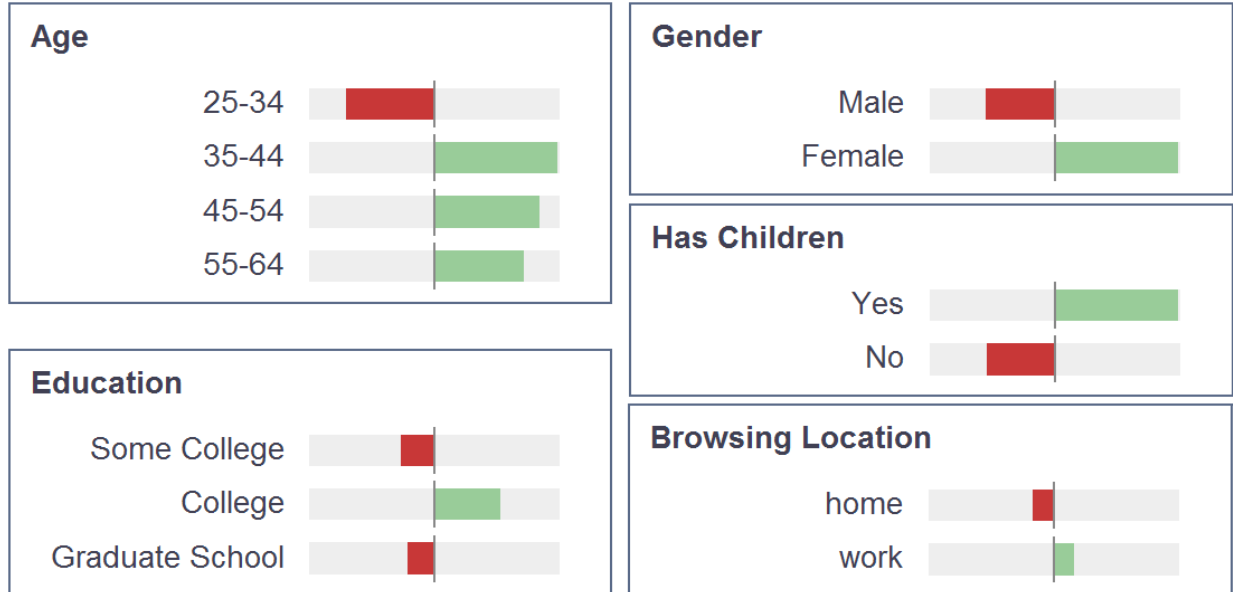
CREDAA Targeted Member Numbers

Here is the breakdown of potential members based on the breakdown of a large cross section of LinkedIn members which represent a good number of commercial investors and professionals that are somewhat proficient at using technology.

❖ Commercial Bankers	9,000
❖ Commercial Brokers	17,000
❖ Commercial Property Owners	600
❖ Commercial Investors	4500
❖ Other Commercial	140,000
❖ TOTAL	171,100

According to the National Association of Realtor's (realtor.org) 2007 annual report there are over 66,000 commercial real estate subscribed members to their reports. The 2008 report did not have subscriber numbers and we would contemplate there may be a reduction in the number of subscribers due to the current economy, but the number still shows that if we postulate that most NAR members receiving commercial data are brokers and we also suppose that CREDAA can take 10% of market share than our figures for the commercial broker will be plausible. City Feet Commercial Real Estate Site reports over 200,000 unique users every month. If this is true then our commercial investor or property owner numbers may be quite low.

Relative to the entire Internet how popular is CREDAAs with each Audience



Age

The age demographic that CREDAAs is looking to attract based on demographics of the 5 commercial real estate sites in the United States is 45-54.

CREDAAs is under representative of the male from 25-34 years old which is OK as this is not our target age demographic.

CREDAAs is over greatly represented by the ages of 35-64 which is within our target demographic.

Gender

The audience of males is under representative of the rest of the Internet, but females are greatly represented which is in line with other similar commercial real estate sites.

Based on the top 5 commercial real estate sites in the nation it is typical to have slightly high overall female representation.

Education

CREDAAs is totally in line with other successful sites with an over representation of college level graduates.

Children

CREDAAs members with and without children are slightly higher than the norm for have children, but in line with those that do not.

Browsing Location

CREDAAs has more visitors from work than from home although by relative means CREDAAs is on the low end. CREDAAs would like to see more members visiting from work.

What this tells us essentially is that CREDAAs is in line with the top 5 commercial sites in the nation. We feel that as we add additional useful and relevant services and products, which the numbers of visitors will fall in line even closer with the more successful sites on the web.

CREDAAs Members

Who are CREDAAs members? Who does CREDAAs serve?

Gender	Purchase Decisions
Female - 18%	Subscriptions - 63%
Male - 82%	Equipment - 15%
	Software - 65%
	Insurance - 32%
	Cell Phones -71%
	Automobiles -75%
	Property Investments - 36%
	Property Management - 26%
	Health Care - 25%
	Banking - 79%
Branch of Business	Business Status
1031 Accomodator - 2%	Entrepreneur/Owner - 38.7%
Analyst - 2%	Corporate Executive - 10.2%
Appraisers - 1%	Employee - 17.8%
Architects - 6%	Commission Based - 33.3%
Asset Manager - 4%	
Attorney - 1%	Average Tenure in Business
Banker - 2%	0-5 years - 25%
Broker - 21%	6-10 years - 35%
Contractor - 1%	11-15 years - 20%
Corporate - 4%	20+ years - 20%
CPA - 1%	Languages Spoken
Developer - 3%	English - 98%
Engineer - 1%	Spanish - 32%
Escrow - 2%	Other -10%
Inspector - 2%	
Investor - 18%	
Insurance - 3%	
Lender - 5%	
Loss Mitigation - 7%	
Media - 2%	
Property Owner - 1%	
Real Estate Agent - 8%	
Title - 3%	

Types of CREDAAs Events

Attendees of our events are comprised of members and non members of the Commercial Distressed Assets Association and proving to be well attended gatherings of professional practitioners in the commercial real estate and financing industry. Attendance includes real estate, mortgage, insurance and settlement services professionals that cater to the U.S and International Commercial Real Estate markets. Executives from leading Fortune 100 companies, politicians, government officials and the top producing commercial real estate brokers attend and participate in the general sessions and breakout workshops.

CREDAAs University (regional educational event)

These are half-day or full-day courses that will be offered on the Third Thursday of each month (unless otherwise scheduled). These educational courses will be on specific topics in the Commercial Real Estate industry and taught by reputable professionals and experts to both educate and enable members to be successful in their field. Non-members can also attend. If preparation time permits, Sponsors will be able to select topics of their choice and elect speakers to discuss the topic, upon the approval of the Executive Board members and alignment with the values of CREDAAs.

CREDAAs Confidential (networking mixer)

These themed events will be held on the last week, wrapping up each hardworking month. These are exclusive CREDAAs meet-and-greet mixers that will allow members to network and make vital connections within our community. Whether it's a wine tasting or casino night, these events are fit for all members! Sometimes it's not what you know, but who you know!

CREDAAs Quarterly (regional educational & networking event)

These are full-day events that will take place in each Quarter of the year. These regional CREDAAs events will be focused on all three of CREDAAs goals: educating, enabling, and connecting all our members. It will include industry professionals and workshops, as well as networking lunches and social cocktail hours. Non-members can also attend. Depending on the sponsorship level chose, Sponsors will be able to select topics and speakers for workshops, upon approval of the Executive Board members and alignment with the values of CREDAAs.

CREDAAs-Con (national educational & networking event)

This is a 2-day event that will take place annually at the end of the year. This national CREDAAs Conventional will focus on all three of CREDAAs goals: educating, enabling, and connecting on a national level. CREDAAs members from all over the country will come to one location to discuss the future of CREDAAs and to reward those outstanding members of that year. This event will be focused on looking back on CREDAAs achievements, while setting new goals for the new year.

CREDA A Event Schedule & Sponsorship Levels

2011		
Thurs, November 17	CREDA A-U Course: “How to Analyze & Sell Apartment Buildings”, National University, Costa Mesa	\$500: Sponsor (1 available)
Thurs, December 15	CREDA A-U Course: “Google workshop”, Ontario	\$500: Sponsor (1 available)
Tues, December 20	CREDA A Confidential: “Deck the Halls: Christmas Charity Dinner”, TBD	\$2,500: Diamond Sponsor (1 available) \$1,000: Gold Sponsor (2 available) \$500: Silver Sponsor (2 available)
2012		
Thurs, January 19	CREDA A-U Course: “Google workshop”, Costa Mesa	\$500: Sponsor (1 available)
Thurs, February 16	CREDA A-U Course: “Google workshop”, Los Angeles	\$500: Sponsor (1 available)
Wed, February 29	CREDA A Confidential: “Leap Day Dinner”, TBD	\$2,500: Diamond Sponsor (1 available) \$1,000: Gold Sponsor (2 available) \$500: Silver Sponsor (2 available)
Thurs, March 15	CREDA A Quarterly: TBD	\$10,000 Diamond Sponsor (1 available) \$5,000 Gold Sponsor (1 available) \$3,000 Silver Sponsor (4 available) \$1,000 Bronze Sponsor (4 available) \$500 Junior Sponsor (3 available)
Thurs, June 21	CREDA A Quarterly: TBD	\$10,000 Diamond Sponsor (1 available) \$5,000 Gold Sponsor (1 available) \$3,000 Silver Sponsor (4 available) \$1,000 Bronze Sponsor (4 available) \$500 Junior Sponsor (3 available)
Thurs, September 20	CREDA A Quarterly: TBD	\$10,000 Diamond Sponsor (1 available) \$5,000 Gold Sponsor (1 available) \$3,000 Silver Sponsor (4 available) \$1,000 Bronze Sponsor (4 available) \$500 Junior Sponsor (3 available)
Sat, December 29- Sun, December 30	CREDA A-Con: National Convention, TBD, Las Vegas	\$15,000 Diamond Sponsor (1 available) \$10,000 Platinum Sponsor (1 available) \$5,000 Gold Sponsor (6 available) \$3,000 Silver Sponsor (4 available) \$1,000 Bronze Sponsor (10 available) \$500 Junior Sponsor (10 available)

Please view our Sponsorship applications to see Sponsorship details and descriptions.
 Dates, locations, and sponsorship levels are subject to change. Last updated: November 10, 2011